

## REMARKS

In the Office action mailed December 21, 2005, the examiner rejects claims 1-12 and 14-26. This reply amends claims 1, 4, 11, 12, 14, and 21-23. As such, claims 1-12 and 14-26 are pending and under consideration.

### I. Response to § 103 rejections

The examiner rejects claims 1-12 and 14-26 under 35 U.S.C. § 103(a) as unpatentable over U.S. Patent No. 6,223,215 ("Hunt") in view of U.S. Patent Application Publication No. 2005/0005242 ("Hoyle") and further in view of U.S. Patent No. 6,625,581 ("Perkowski"). These rejections are respectfully traversed.

Claim 1 recites designation information "designating a third party which the first user permits to view the cart identification information and to view product information which the first user associates with the cart identification information". The prior art cited by the examiner does not teach or suggest any feature comparable to this feature of claim 1.

Regarding Hunt, Hunt describes a method of electronic commerce directed to tracking a user's purchases. More specifically, Hunt teaches software executed on a server computer for selling products to a consumer. Although the software analyzes the contents of a user's shopping cart and provides digital offers based on the contents (see col. 5, ll. 12-17), nowhere does Hunt teach any function comparable to receiving information from a user "designating a third party which the first user permits to view the cart identification information and to view product information which the first user associates with the cart identification information". Instead, in Hunt, information passes only between the user and the seller, and nowhere does Hunt teach passing any type of information to a third party.

Hoyle also teaches methods of electronic commerce. Specifically, the text of paragraph 155 describes methods involving an electronic shopping cart and teaches storing in the cart a URL of a Web site having product information. Although Hoyle teaches storing a URL in a shopping cart, this feature merely allows a user to access information on a third party's Web site. This feature does not allow the third party to access information associated with the user's cart. As such, neither this feature nor any other teaching of Hoyle relates to the feature of claim 1 discussed above.

Perkowski is similar to Hoyle in that Perkowski also teaches functions that allow users to obtain detailed information on a good while shopping. For example, Perkowski describes a

system allowing a user to obtain detailed information on a good by scanning the good's UPC code into a bar code reader (see figure 3A7). Additionally, Perkowski teaches adding a hyperlink to a Web page that allows a user to obtain information on a product (see figures 4P1 and 4R2). While Perkowski teaches methods allowing a shopper to access information on a third party's Web site, nowhere does Perkowski disclose having a shopper designate third parties that can access the user's cart identification information or product information the user associates with the cart identification information.

Because neither Hunt, Hoyle, nor Perkowski teach or suggest any feature comparable to the feature of claim 1 described above, the combination of these references also does not teach or suggest this feature of claim 1. As such, the claim is patentable at least because the prior art cited by the examiner does not teach or suggest every feature of claim 1.

Claims 11 and 12 are patentable over the cited prior art at least because they recite the feature "designating a third party which the first user permits to view the cart identification information and to view product information which the first user associates with the cart identification information".

Claims 14, 21, and 22 are patentable over the cited prior art at least because they each include "designation information designating one or more information-providing terminals which the first user permits to access a cart identifier associated with the first user and to access product information which the first user associates with the cart identifier".

Claim 23 is patentable over the cited prior art at least because it includes "designation information, designating a third party that can supply additional product information and that the first user permits to access the product information".

Claims 2-10, 15-20, and 24-26 are patentable over the cited prior art at least because each of these claims depends upon an allowable base claim.

## **II. Conclusion**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

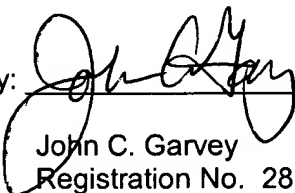
Finally, if there are any formal matters remaining after this response, the examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with the filing of this reply, please charge them to Deposit Account No. 19-3935.

Respectfully submitted,

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